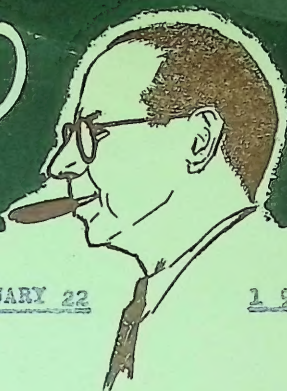


Ballyhoo



VOLUME 3

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1954

A TALE OF TWO FROGS

I was cleaning out my files at year's end, and in thumbing through an accumulation of several years' records, trade journals, correspondence etc., I came across several dust-covered copies of my original BALLYHOO ... dated, believe it or not, in December of 1941 ... Written from my office in Hamilton, this particular copy opened with a story about two little frogs, which while not new or original, even then, carried a message and a moral which is just as timely today as it was in the days of Aesop, when in all likelihood it originated ... I think you'll like it ...

"Two little frogs, while playing one day ... fell into a bowl of cream ... One frog yelled "help" a couple of times, floundered around a bit, then when no help was forthcoming, simply gave up, went under, and drowned ...

The other little fellow had a little more of what is sometimes called intestinal fortitude, and decided that as long as there is life there is also hope ... kept kicking his legs and swimming from one edge of the bowl to the other ... This went on for hours, and finally ... at the point of exhaustion, almost ready to give up and go where all good little frogs go when they leave this mortal coil ... wonder of wonders ... he felt solid ground under him ... and lay gasping and resting until he had regained his strength and was able to leap out of the bowl.

It seems that his vigorous kicking had churned the cream into a solid mound of butter ... and so ... he lived to a ripe old age ... to tell of his miraculous escape to his thousands of tail-less little descendants, while the ghost of his long dead buddy, blushed with shame and mortification ..."

There's a good moral in there somewhere, but I'm not going to draw any pictures ... You figure it out, and think of it the next time you're trying to explain why it's so much easier for somebody else to do a selling job than it is for you ...

MARQUEE LIGHTS

Sounds like the title of a piece ... but it isn't ... I'm just a little disturbed at recent investigators' reports, perfect in nearly every detail, but one ... and that is the appearance of your marquees and upright signs. Seems some of you lads are getting a little sloppy, and permitting duds to accumulate until you have an even dozen or so before bothering to replace them. Looks bad, and doesn't speak too well for your house-keeping.

How often do you take a good look at your front? I know you see it every day ... but do you LOOK at it? Make a habit of inspecting it daily, and replacing burnt bulbs the same day. There's nothing sloppier than a marquee full of duds, especially if they are in a running border. So, check on it fellows ... Right now.

X.X.X.X.X

BOX OFFICE CLOSING

How late does your box office remain open ... or perhaps I should ask, how early? It seems that some of our cashiers are in an awful hurry to get home, and start closing off their statements about nine o'clock ... Oh they remain in the box office all right, but any tickets they sell after nine are reported on the following day's statement ...

Not only is this ~~basically~~ wrong ... but remember fellows, when you're through selling tickets in the box office, you're supposed to make further sales by way of "After close" tickets ... It won't look so good to have thirty or forty sales reported every night, will it? So ... make sure that your cashier is on the job at least until your last feature has started ...

X.X.X.X.X

WASHROOMS

I've had a few reports of washrooms that weren't exactly models of cleanliness ... This seems to be restricted to older theatres, and while I appreciate the difficulty of keeping up with some of the young hoodlums who seem to take pleasure in defacing our property ... paint isn't that expensive that you can't slap some on every time it becomes necessary ... You don't have to let a contract for this ... Your doorman or caretaker can handle simple jobs like that very easily.

And fellows ... check your washrooms personally every day, and make sure that all supplies are available ... If you're not interested, you may be sure nobody else in your employ will be.

X.X.X.X.X

An old Indian guide says that the reason he wears suspenders is because he believes in placing responsibility where it belongs ... Could be that you, Mr. Manager, are our Company's "suspenders"? ...

WILSON A PAPPY AGAIN

See what happens when I relinquish a district ... Harry Wilson of the Capitol in Chatham informs me that he is a father again, for the seventh time, I believe ... and a bunch of nicer kids would be hard to find anywhere. The newcomer is a boy ... I forgot to ask his name ... Congratulations Harry and Eileen.

X.X.X.X.X

REQUISITIONS

Why is it so difficult to make out a requisition properly? ... Believe me you don't have to be a college professor to follow the basic rules ...

First of all, send ALL THREE COPIES to this office. On approval, your copy will be returned to you. Secondly, do not include supplies, uniforms and trailers on one form ... it tends to confuse us, and necessitates making out separate orders at this end. Always use a separate requisition for each of the above three items, and you won't have to wonder why the service is so slow.

X.X.X.X.X

SNOW ... SNOW ... SNOW

So you thought we were in for a green winter, huh? ... Well, what do you say now? Got your snow shovel handy? And plenty of good, old-fashioned rock salt? Make sure that the sidewalk in front of your theatre is free of snow and ice at all times ... Your customers will thank you for it. Make sure that all your exit doors open freely, and that the immediate area is kept clear of snow ... AND ... make sure that you do not permit an accumulation of snow on your marquee or roof. It's pure and simple mathematics ... No cause, no effect.

X.X.X.X.X

HOW'S YOUR HEATING PLANT?

Do you make periodic checks of your heating system with your engineer? Is your theatre heated to an even temperature all of the time that it is in operation? Don't be like one man I heard about, whose answer to a cold house in the early afternoon was, "There are only a handful of customers at this time of the day".

Remember fellows ... your first and last customers are just as important as all the ones in between. They paid their way in, and are just as entitled to every service and courtesy as anyone else. Keep your house comfortable ALL THE TIME!

X.X.X.X.X

SORRY BOB ...

I inadvertently left Bob Nelson's name off the list of managers participating in our current BALLYHOO BONANZA ... Maybe because I haven't heard from him in such a long time. This will serve to correct the error, and Bob's theatre, the Broadway in Timmins has now been added to the "B" group.

How about sending me your material weekly, Bob ... so I can properly score it ... and you, in turn, can knock off those important bonus points for consistency? Your first batch of stuff is good, and should get you off to a fine start.

X.X.X.X.X

"ROBE" OPENINGS

During the past week we opened CinemaScope in two more situations, the Algoma in the Soo, and the Regent, Oshawa ... The boys did a swell job on both ... hope they've caught up on their sleep by now ... I haven't. I've sat through THE ROBE so many times that I can now call the dialogue backwards, forwards and both ways from the middle ... and I've learned more of the technical aspects of the installation than I was ever aware of before ... I'm even of some use in the booth, and have been able to help get open on schedule in several instances.

Get to know your installation fellows ... study it, ask questions ... but know what it is all about. Believe me it will come in handy, now and in the future. The rest of my situations are scheduled to open within the next couple of weeks ... and I'll be there to lend a hand.

X.X.X.X.X

WHAT'S WITH YOUR ACCESSORIES?

I have had numerous complaints from managers about the condition of the accessories they have been receiving from Theatre Poster, and the service ... or lack of service.

In my conversations with Murray Sweigman, he denies any knowledge of this condition ... tells me that he never hears from you, and consequently feels that his company is doing a good job.

If you have a beef ... send it on to Murray. I know one thing for sure ... you'll get results, but pronto.

X.X.X.X.X

I'M NOT A MIND READER

Neither can I take the time to go digging through a batch of stuff to find out who it's from ... I'll mention again ... I want your BALLYHOO material sent to me in a SEPARATE envelope, with a covering, explanatory letter. I think perhaps you can spare the extra five minutes. And that means you, Ted ... and please don't use that heavy black crayon to scribble your notes.

YUP ... WE'RE TALKING ABOUT OUR

Ballyhoo BONANZA

Remember ... there's a SHOWMANSHIP contest in progress. The entries for the first week are in, and scored ... and they're good ... BUT, it appears that a few of my gang are still a little tired after their year-end festivities ... just didn't get around to doing enough selling so's they could brag about it, and THAT AIN'T GOOD.

I have a little hatchet on my desk ... a memento of the festive season from you fellows ... with the very cute lettered supplication "Here's hoping you will never have to use it on us" ... How about it ... Will I or won't I? ... Believe me pals, it's up to you.

I insist on at least one stunt from each one of you EVERY week ... No ifs or buts ... Selling your attraction means getting those bucks into the box office ... which in turn means having enough dough on hand to meet your payrolls. That's putting it pretty bluntly ... and that's the only way to keep that little hatchet blunt ... Get it?

So, get in there gang ... Let's see the kind of stuff you're made of ... and remember ... AN ENTRY EVERY WEEK.

X.X.X.X.X

When you send me a tear-sheet as visual evidence, I want the WHOLE tear sheet ... not portions ... One manager sent me clippings of scenes, presumably on off-theatre pages ... but unfortunately he didn't trim them closely enough, and the regular ads are visible ... How cute can we get? ... Naturally, no points.

X.X.X.X.X

Let's see if we can't all be in there next week ... and every single week after that, until the end of June ...

QUIGLEY CONTENDERS

Glad to see Jack Bridges ... Bob Harvey ... Vern Hudson mentioned in the list of Quigley contenders for the past quarter ... but not too happy at the absence of so many others of my gang ... Every one of you should be in there ... it's not hard ... ask the guy who's been there ... How about it fellows ... An even dozen next time ... huh?

X.X.X.X.X

A PRIZE FOR COVERS

Walter Brooks takes exception to the special prize I have offered for the best covers on any campaign submitted during the period of our present BALXHOOD ROMANZA contest ... and I'm afraid that I disagree with his arguments completely and unreservedly.

We pride ourselves on being showmen, and this showmanship should be carried through in the manner in which we present our campaigns, as well as the proper dressing of the campaigns themselves. Showmanship is our stock in trade ... and should be injected into everything we do, which has to do with this glamour-packed business we are in.

I have seen many prize winning campaigns ... and it's a strange thing that EVERY ONE of them, including all of the Quigley winners, is presented between sets of covers which if anything, are a little on the over-dressed side, and certainly stupendous, terrific and colossal ... I haven't seen a sloppy, badly dressed book wind up as a winner yet.

I don't want expensive covers ... the judging will be on the basis of ingenuity and originality, and if I know my guys, their books will not cost them a red cent ... I don't care how honest, sincere and impartial a judge may be ... he is still a sucker for eye appeal ... and turns first to the most colourful and impressive presentation. Call it human weakness or just plain, simple psychology ... it's a fact, and it's good showmanship.

A showman worthy of the title should go all the way ... tell his story, back it up with visual evidence, and dress the whole deal up to reflect the business he is in.

So ... sorry to disagree with you Walter, but to encourage my gang to properly present their campaigns I'm afraid my offer of twenty five bucks for the best ... and again I repeat ... the BEST, not MOST EXPENSIVE covers, still goes.

X.X.X.X.X

IN THE TRADE PRESS

Mel Jolley and Jack Bridges got themselves good stories in MOTION PICTURE HERALD ... Jack Bridges got another good story, plus a pic of his "MAZE" stunt, in BOXOFFICE ... Jack Knight, a good story in SHOWMEN'S TRADE REVIEW ... Where are the rest of you guys? ... Get in there and do yourselves some good.

X.X.X.X.X

HOW DO YOU STACK UP?

A regular score-board will be published once each month, when all the entries are in and scored ... but I thought you might be interested in the scores for the opening week ... just to give you an idea where you stand. All but two of the eligible managers have submitted entries ... Herb Chappel I guess is a little tired, and didn't think it important enough to get in on the ground floor, and as for Jack Bridges ... whassa matter Jack ... Don't tell me that you shot your bolt with that last dandy campaign which we reported a couple of weeks ago ... I was sure you'd do your darnedest to get in there with the top scorers ... How about it?

SCORES FOR WEEK ENDING JANUARY 9th

GROUP "A" Jim McDonough - 9300 ... Art Cauley - 3300 ... Mel Jolley - 2000 ... Vern Hudson - 1900 ... Bob Harvey - 1200 ... Jeff Jeffrey - 800 ... Ted Doney - 800 ... Herb Chappel - 0.

GROUP "B" Paul Turnbull - 7100 ... Bob Nelson - 2100 ... Al Hartshorn - 1800 ... Len Gonin - 1800 ... Norm Gray - 1300 ... Jack Ward - 800 ... Olga Sharabura - 600 ... Jack Knight - 300 ... Eddie Landsborough - 300 ... Jack Bridges - 0.

Read them and weep, fellows ... not all of you, but certainly some ... and decide right here and now that you'll go all out to improve your standings as of immediately ... The lads in Hamilton certainly made a killing which gets them off to an exceptionally good start, and Hamilton is a ver-r-ry tough spot. So, get in there gang ... don't just dangle your toe in the water, hop right in ... the water's fine - once you get used to it.

X.X.X.X.X

HOW THE POINTS WERE EARNED

TIVOLI - HAMILTON

James is certainly a master of newspaper promotion, and the job he did on THE ROBE only serves to cinch his claim to that title. The Spectator came through with a headline and three quarters of a page of scenes from the picture ... on another page seven columns divided into a picture of his CinemaScope screen compared to his regular size, plus two good scenes and an excellent story, and on still another page a very witty column by Johnny Robinson who paid a visit to the Tivoli booth to get his information first hand ... I nearly missed this one ... on one of the classified pages a picture of Richard Burton in costume, plus story.

The Hamilton News came through with two good stories in two separate editions ... and the Hamilton Review devoted a couple of columns to a good advance story.

Jim's good friend the Rev. Captain Norman Rawson used THE ROBE as the subject of his sermon on the Sunday before opening ... played to a full house too, sez Jim ... and the Reverend Captain thought so much of the picture that he took display space in both the Spectator and the News to advise his flock ... Not bad?

Excellent book tie-ups were made with Eaton's, Duncan's and Gloke's ... Naturally backed by good window and counter displays.

TIVOLI - HAMILTON (continued)

Jim's friends on C K O C did a noble job for him ... and how! They talked one of their advertisers, Jackson's Bread (owned by the mayor of this thriving Metropolis) into devoting two half-hour programs to the feature ... plus two fifteen minute interview discs ... The score was plugged by all local disc jocks well in advance and during the run ... Another fifteen minute show, taped in the lobby of the Tivoli, featuring comments of patrons coming out after having seen the picture. I'd say this represents pretty thorough radio coverage ... what do you say?

ROBE time schedules were prominently placed in all rural route buses and bus terminals ... A special, very flashy, albeit on the dignified side, lobby display and front ... making use of every known type of banner, fluorescent paint, and all the other little tricks a showman usually digs up for an occasion such as this ...

A group of ladies from the local Aged Women's home were invited as Jim's guests, and C K O C picket it up as a news item. Mayor Jackson placed city cars at the disposal of the group, which was appreciated by the old folks and Jim alike.

Guess that's about it for Hamish this trip ... Am looking for more good stuff next week and every week, just to keep the Hamilton record clean ...

CAPITOL - SUDBURY

Jeff was playing THE CADDY, and used his doorman in an excellent street stunt ... Attired as a golfer, with clubs and a Caddy-Boy, smoking a cigarette through a long holder, dark glasses etc. A dead ringer for Jerry Lewis, sez Jeff ... By that as it may, the lad attracted much attention, especially as he kept putting the ball down the main drag ... and a sign on his back proclaimed to all and sundry that the original Lewis could be seen at the Capitol currently in THE CADDY.

CAPITOL - NORTH BAY

I see you read BALLYHOO this time, Robert ... and made sure that you got in on the ground floor, and a chance for that 5000 point bonus ... that's what I like to see ...

Bob borrowed a couple of clown and Puddinhead costumes from his local Eaton store, and got a couple of youngsters to parade the streets, carrying signs suitably inscribed with SCOUT-MASTER copy ...

It seems that none of the firms in North Bay had a Santa this year, so Robert promoted one for his lobby on the two Saturdays before Christmas ... Kerr Bros. and Lowneys kicked in enough of their wares to keep Santa busy looking after the small fry. A Santa was also used on the streets to ballyhoo BANDWAGON.

On THE CADDY, Bob arranged for a cute street stunt ... One of his usherettes, suitably attired in sport costume and carrying a bag of clubs walked along the main street swinging at everything in her way ... Every once in a while she'd insert a theatre pass in a snow ball and smack it at some lucky passer by.

CENTURY - HAMILTON

Glad to see Mel starting the New Year off right ... Stay right in there fella ... I'd like to pin one of those citations on you ...

Mel ties in every year with the local Shrine in a "Toys for Tots" deal, whereby all children who bring toys suitable for gifts are guests of the theatre. A terrific promotion campaign is used, special letters to all Shriners and many other interested folk tell the story, and as a result many of them go out and buy new toys to give their youngsters to use as an admission ... All Shriners and their friends use good stickers on their car windows, store fronts and offices. The local newspapers and radio stations back the campaign with lots of free mention - even one Buffalo station picked it up and publicized the deal ... Display material used in the theatre and most of the stores around town.

All in all this deal attracted much favourable attention and created a lot of good P.R. for the Century ... and the big thing, of course, is that it helped make many an underprivileged youngster happy at Christmas ... and what more can one ask for?

The Hamilton Review is still coming through with a full page Community advertising deal, with Mel's attractions capturing the top spot ... Cost? A couple of ducats.

PARAMOUNT - PETERBORO

Art's gonna be mad at me ... but I wasn't kidding when I said that my scoring was going to be a little tougher this trip ... I am not allowing points for what I consider normal accessories, whether it be in the lobby or anywhere else ... and no points for scene mats unless they are on off-theatre pages ... So, Arthur, you'll have to concentrate on more outside bally, and newspaper promotions if you want to be in the dough at the end of this contest.

For HERE COME THE GIRLS, Art had a good window in Pulver's Ladies' Wear Store ... good tie-in copy. C H E X still airing the East Good Deed Club three times weekly, with the Paramount getting about twenty five percent of the time ... In addition, the radio station kicked in fifteen recordings of Rosemary Clooney tunes with appropriate theatre mention.

ROMAN HOLIDAY gave the lads a chance to tie in a local travel agency, with good window space and also liberal mention in one of their display ads, tying in on the "Marion Year" ...

Although it's still a little way off, THE ROSE hit both the Review and Lakefield News with three column story and two scenes ... For APPOINTMENT IN HONDURAS, the travel agent again donated liberal space in his window with good, catchy copy and art.

By the way, Arthur ... your Community Page deal isn't of very much value to us, is it? All it says is that the winners will receive free gift tickets to the Paramount theatre ... I'm afraid you're being played for a sucker ... In Hamilton and Oshawa where we have a similar deal the theatre gets full credit in the form of a regular display ad right in the middle of the page ... How about it? ... think you can sell them the idea? Let's try.

ROYAL - GUELPH

Ted got a scene mat on ALL THE BROTHERS WERE VALIANT placed on an off-theatre page in the Mercury ... His "I SAW" deal still going strong ... Just one thing, F.G., You can't coast on this I SAW thing forever ... and in fairness to the rest of the boys who are slugging it out, the only time I shall allow points for this permanent fixture is when you have some other ballyhoo in addition. In other words, if all you have to offer in any one week is I SAW, which requires no particular effort on your part ... then, brother-r-r No points ...

BROADWAY - TIMMINS

Glad to see Bob right in there ... try to have something in every week, will you Robert? ... That's the only way to get enough points under your belt to assure you a citation and possible prize ...

Bob's feature was FRANCIS COVERS THE BIG TOWN, and he did a whale of a selling job on it ... Kerr's co-operated in a give-away sucker deal ... the candy was attached to cards suitably imprinted and distributed on the streets ... Bob personally presented one to his favourite disc jock on C K G B, and in turn received a couple of good air plugs ...

A large FRANCIS barometer was set up as an advance lobby display and later moved to a good down town location ... The display consisted of a large picture of Madam Mule, complete with rope and horse-hair (Pahdon me, Francis...) tail ... Copy went something like this ... "If the tail is dry, weather-fair ... If tail is wet, weather - raining. Humorous and attention getting ... Match, lots of pic and theatre copy.

Bob got an excellent three column picture plus a very good story on the FRONT PAGE, no less, of the local Press, showing his Foto Nite winner handing back a portion of the prize money he won to the local Santa fund ... Lots of good P.R. for the theatre ...

CAPITOL - WELLAND

The best Jack could come up with this week, publicity-wise, was five free spots over C H V C on MASTER OF BALLANTRAE, plus a fairly good story on an off-theatre page in the local Tribune.

ALGOMA - SOO

It took a bit of a tussle, but Norm did wind up with a full page co-op in the local daily ... even though he had to brave the sub-zero temperatures to visit his local merchants and sell them the ads ... The paper in the Soo gives nothing ... but NOTHING ... Subject of the co-op ... THE ROBB.

Norm contacted all local ministers who co-operated with pulpit announcements to their congregations.

CAPITOL - GALT

Eddie bannered all local cabs with colourful cards on his current attraction LILI ... in advance of and during the run.

CAPITOL - ST. KITTS

Glad to see that Vernon is going into this contest with a little more fire than previous ones ... we may drag him into the Winners' Circle yet ... How about it fella? ...

An excellent window tie-up was effected with the Beattie-Hill book store on THE ROBE ... An eye stopping window display, and counter cards inside.

An advance story, also an official review appeared in the Standard, and if you don't think that's something ... you ought to try it sometime. One of those days we may even see a picture in there ... that's what I'm waiting for.

Jack Dawson used recordings of the score on his Sunday afternoon program, giving Vern many a good plug. Elda Flintoft did the same on her "Listen Ladies" program.

SENECA - NIAGARA FALLS

On THE ROBE, Jack had a large, very attractive display board, which he used in the lobby in advance of the showing, and then moved it into an excellent down town window for the run. I see a couple of rather good scene mats on DANGEROUS WHEN WET in the local daily, BUT ... I suspect that they're on the theatre page ... How about it ... right or wrong?

CAPITOL - PETERBORO

For KID FROM LEFT FIELD, Len borrowed a recording of "Take Me Out To the Ball Game" from the local radio station, hooked it up to his box office p.a. system, and played it all through his run. A two-column scene appeared on an off-theatre page in the Review. Another scene on SIREN OF BAGDAD was also used by the Review.

Len tied in with Millard's Sport Shop, who arranged an excellent window of archery equipment to help promote ARROWHEAD. Lots of pic and theatre copy dominated the display. On the same feature Len used a good lobby display centered around archery equipment.

Most of the street, telephone, and traffic poles throughout Peterboro had arrows on them, with ARROWHEAD copy, pointing in the general direction of the Capitol.

Len found out that some of the classes at Kenner Collegiate were studying THE THREE MUSKETEERS, so natch, ...he arranged for classroom announcements of theatre and playdates.

REGENT - OSHAWA

In preparation for his ROBE opening, Al got out and sold the local Bugle a bill of goods, and whadaya think ... He got himself a four column by six inch picture of his new CinemaScope screen, plus a two column by eight inch story on the details. I also like the way he dressed up his advance ad, in the form of a personal endorsement, with a picture of pappy right in there ... Very eye-catching to say the least ... The Gazette also featured a good scene on an off-theatre page.

Olga submits as her entry this week a very clever "Phobia" card on THE JUGGLER ... On it are listed eleven phobias, some of which I had never heard of, and a jumbled list of their meanings ... with the recipients invited to match them up ... People hung on to these cards which are headed "Juggle the Fears" to tie in with the title of her feature, and had lots of fun testing their friends ...

For instance, what would you say TRISKAIDEKAPHOBIA means .. I Don't believe it, either, but Olga tells me that it's fear of Friday the 13th ... See what I mean?

GRANADA - HAMILTON

Paul has sent in a campaign on WAR OF THE WORLDS which can only be described as slightly terrific ... A lot of work went into this, but more of that later ... first, another little deal of his.

Apparently the yo-yo racket is in full bloom again, and every kid in the city is swinging one of those discs ... so what more natural then to get them to display their skill on the stage of the theatre? Paul arranged for contests to be run in the four United Amusement theatres in the city, with the finalists appearing on the Granada stage ... The deal was well publicized in the local schools as well as the participating theatres.

The yo-yo manufacturers provided all the prizes which included bicycles, fishing tackle, baseball outfits, footballs etc. The deal got Paul the publicity and jammed his theatre on the afternoon ...

Now to get back to WAR OF THE WORLDS ... As advance, Paul had a terrific lobby display case containing model planes, anti-aircraft vehicles, guns, tanks, etc etc., all promoted from Riley's Hobby Shop. The background featured cut-outs of spaceships and good advance copy.

A six sheet was pasted on the lobby floor two weeks in advance, and caused much comment, with patrons stepping around it gingerly, not knowing whether they were supposed to walk over it or not ... Couldn't miss the message, though ...

Two eight foot square pictorial displays were mounted on top of the marquee, to which were also attached two cut-out models of space ships ... The port holes were cut out and flashing coloured lights played through the openings creating quite an eerie effect at night.

And how do you like this? ... Paul had a special super-duper 12-foot rocket ship constructed back stage, painted a brilliant blue and silver, with large red lettering "Destination GRANADA Theatre" ... plus good feature copy ... This ship was most conveniently "Planted" in the back yard of some friends of Paul's, this being accomplished by having the truck driver develop engine trouble at the precise spot and time ... His friends immediately phoned the Spec, greatly excited, and the ball was in motion ...

The results include a three column picture in the Spec, accompanied by an excellent story ... Johnny Robinson gave this deal a wonderful play in one of his interesting and humorous